



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Greer, Margolis, Mitchel (GMMB)
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract # 832305

Schedule Dates 10/02/12-10/08/12
Advertiser Paul Hirschbiel for Congress (39143)
Agency/T-Code Greer, Margolis, Mitchel (GMMB) (1700)/1053989:
Product Political - US House (1175)
Brand DEMOCRAT (169542)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name GILROY, MAURA
Phone/Fax (757) 362-3300 /
CPE 106/113/1219
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments HIRSCHBIEL 10/2
PAUL HIRSCHBIEL FOR CONGRESS

Date Entered 05/31/12
Last Modified 09/28/12
Entered By Penne Marsh
CO-OP No
Headline # 06161132
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,642.00
Net Total \$20,638.00
Sales Tax

Norfolk (WVEC) (WVEC)

By Broadcast Month	Spots	Rate
Oct. 2012	31	\$24,280.00
Grand Total:	31	\$24,280.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	12:58P- 2P (ET)	1		X	X	X	X			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	THE CHEW	9/28/12
2.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	10A- 10:58A (ET)	1		X	X	X	X			1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	9/28/12
3.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	11:35P- 12:02A (ET)	1		X	X	X	X			1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	ABC NIGHTLINE	9/28/12
4.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	10:58A- 12P (ET)	1		X	X	X	X			1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	THE VIEW	9/28/12
5.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	12P- 12:57P (ET)	1		X	X	X	X			1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	9/28/12
6.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	2P- 3P (ET)	1		X	X	X	X			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA IN THE AFTERNOON	9/28/12
7.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	3:58P- 4:58P (ET)	1		X	X	X	X			1	\$400.00	\$400.00	Norfolk (WVEC) (WVEC)	DR. OZ	9/28/12
8.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	4:58P- 5:29P (ET)	1		X	X	X	X			1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	9/28/12
9.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	5A- 5:58A (ET)	1		X	X	X	X			1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	SAM NEWS	9/28/12
10.2	Normal Line / SPOT	10/02/12-10/05/12	4	:30	5:29P- 5:58P (ET)	1		X	X	X	X			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	NEWS	9/28/12
11.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	6P- 6:30P (ET)	1		X	X	X	X			1	\$1,500.00	\$1,500.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	9/28/12
12.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	5:58A- 7A (ET)	1		X	X	X	X			1	\$850.00	\$850.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	9/28/12
13.1	Normal Line / SPOT	10/02/12-10/05/12	5	:30	6:58P- 7:28P (ET)	1		X	X	X	X			1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Date:

Comments:



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14.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	7A- 9A (ET)	1		X	X	X	X			1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/28/12
15.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	7:28P- 7:57P (ET)	1		X	X	X	X			1	\$1,400.00	\$1,400.00	Norfolk (WVEC) (WVEC)	JEOPARDY	9/28/12
16.1	Normal Line / SPOT	10/02/12-10/05/12	4	:30	9A- 10A (ET)	1		X	X	X	X			1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	9/28/12
18.1	Normal Line / SPOT	10/06/12-10/06/12	4	:30	5:58A- 8A (ET)							1		1	\$350.00	\$350.00	Norfolk (WVEC) (WVEC)	NEWS	9/28/12
19.1	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:58A- 11A (ET)								1	1	\$440.00	\$440.00	Norfolk (WVEC) (WVEC)	THIS WEEK	9/28/12
20.1	Normal Line / SPOT	10/07/12-10/07/12	4	:30	8A- 9A (ET)								1	1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	9/28/12
22.1	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9:30A- 10A (ET)								1	1	\$250.00	\$250.00	Norfolk (WVEC) (WVEC)	CHRIS MATTHEWS	9/28/12
24.1	Normal Line / SPOT	10/02/12-10/07/12	4	:30	11P- 11:35P (ET)	1		X	X	X	X	X	X	1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	9/28/12
27.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	11:35P- 12:02A (ET)		1							1	\$480.00	\$480.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTRUST THE B IN A	9/28/12
28.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	10:58A- 12P (ET)		1							1	\$600.00	\$600.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTRUST THE B IN A	9/28/12
30.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	2P- 3P (ET)		1							1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DONTRUST THE B IN A	9/28/12

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32.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	4:58P- 5:29P (ET)		1							1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)		9/28/12
33.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	5A- 5:58A (ET)		1							1	\$500.00	\$500.00	Norfolk (WVEC) (WVEC)		9/28/12
35.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	6P- 6:30P (ET)		1							1	\$1,500.00	\$1,500.00	Norfolk (WVEC) (WVEC)		9/28/12
36.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	5:58A- 7A (ET)		1							1	\$850.00	\$850.00	Norfolk (WVEC) (WVEC)		9/28/12
37.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	6:58P- 7:28P (ET)		1							1	\$1,350.00	\$1,350.00	Norfolk (WVEC) (WVEC)	MODERN FAMILY/DON'T TRUST THE B IN A	9/28/12
38.1	Normal Line / SPOT	10/08/12-10/08/12	4	:30	7A- 9A (ET)		1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)		9/28/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WVEC Norfolk</u>	Date: <u>9/28</u>
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I, Maura Gilroy,
 being/on behalf of: Paul Heschbier, a legally
 qualified candidate of the Democrat political
 party for the office of: House of Representatives
 in the General
 election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:	<u>\$ 20,638</u>	<u>Net</u>
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832305

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Paul Haschbriel
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

M. Gilroy
signature of candidate or authorized committee

Maura Gilroy 5/21/12
printed name date